

Message Text

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12

ACTION EB-11

INFO OCT-01 EA-11 ISO-00 COME-00 SS-15 NSC-10 CIAE-00

DODE-00 INR-10 NSAE-00 PA-03 RSC-01 USIA-15 PRS-01

TRSE-00 OMB-01 SAJ-01 RSR-01 /081 W

----- 028788

R 070255Z SEP 73

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 8099

AMEMBASSY TAIPEI

AMEMBASSY TOKYO

USLO PEKING

LIMITED OFFICIAL USE HONG KONG 8949

STATE ALSO PASS COMMERCE

E.O. 11652: N/A

TAGS: ETRD PFOR CH TW US

SUBJECT: PRC CANCELS JAPANESE VEHICLE SALE--US COMMERCIAL
OPPORTUNITY?

1. CONGEN HAS NOTED RECENT NEWS AGENCY REPORTS FROM TOKYO
THAT PEKING HAS ORDERED TOYOTA MOTORS TO HALT A SHIPMENT OF
756 VEHICLES TO CHINA BECAUSE OF THE USE OF THE TERM "REPUBLIC
OF CHINA" IN AN AD WHICH THE COMPANY RAN IN TAIWAN NEWSPAPERS.
WOULD APPRECIATE ANY ADDITIONAL INFORMATION WHICH ADDRESSEES
MAY HAVE CONCERNING THIS INCIDENT AND ITS BACKGROUND.

2. WE WONDER WHETHER THIS MAY OPEN POSSIBLE OPPORTUNITIES
FOR US AUTOMOTIVE SALES TO THE PRC. (WE KNOW, FOR EXAMPLE,
THAT BOTH FORD AND GM ARE ACTIVELY INTERESTED IN CHINA MARKET
AND THAT FORD IS PREPARING A WIDE RANGE OF PROPOSALS FOLLOW-
ING UP TALKS WITH CHINA RESOURCES COMPANY IN HK (HK 6991).

3. ACCORDING TO EARLIER PRESS REPORTS, THE 756 VEHICLES WERE
PURCHASED FROM TOYOTA IN JULY 1973 FOR \$3.2 MILLION.

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TOTAL PRC ORDERS FROM TOYOTA THROUGH JULY 1973 WERE 1,396

UNITS INCLUDING 675 PASSENGER CARS (REUTERS EAST WEST
TRADE NEWS, JULY 12). IN THE FIRST SIX MONTHS OF THIS YEAR
CHINA IMPORTED A TOTAL OF 3,600 MOTOR VEHICLES FROM JAPAN
VALUED AT \$12.7 MILLION. IF VEHICLE IMPORTS CONTINUE AT
THIS RATE, THEY WILL SURPASS THE 1972 TOTAL OF 4,184 UNITS
(\$43.8 MILLION) OF WHICH 3,786 WERE TRUCKS AND THE REST
WERE PASSENGER CARS, BUSES AND SPECIAL PURPOSE VEHICLES.

4. FOR TOKYO: SPECIFICATIONS OF VEHICLES PRC ORDERED FROM
TOYOTA (NOT AVAILABLE IN HK) WOULD BE USEFUL TO US COMPANIES
IF THEY WANT TO EXPLORE POSSIBILITIES FOR A SALE.
OSBORN

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